

**SOCIAL MEDIA MARKETING:
A TENDENCY OF ENTREPRENEUR'S
PERSONALITY TOWARD TECHNOLOGY
ADOPTION**

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**SOCIAL MEDIA MARKETING:
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PERSONALITY TOWARD TECHNOLOGY
ADOPTION**

**A project paper submitted to the College of Business
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By

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ABSTRACT

The emergence of social media has given new perspectives for entrepreneur in adopting the new technology for business purposes. This research adopts the technology acceptance model (TAM) in investigating the mediation effect of perceived ease of use on entrepreneurs' personality and tendency to adopt social media. This study also focused on the young generation as the future of young entrepreneurs who were holding the entrepreneurial personality (innovative, risk-taker and flexibility), in adopting rapid changes of technology waves like social media. The results shows that perceived ease of use has an indirect influence on tendency to adopt social media whereas, the entrepreneurial personality reported to have a significant effect on the tendency to use social media. Contrary to the previous research which has limited the flexibility is not influencing the tendency to adopt technology system. Important implications on theory and practice are discussed.

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This study explores the influences of entrepreneur's personality in using social media to enhance their business. In particular, it will discuss the relationship and significance of the underpinnings of the entrepreneur's personality such as innovative, risk-taker and flexibility in accepting the technology changes. This chapter contains the discussion on the background of the study, problem statement, research objectives, research question, significant of study and definition of key terms.

1.1 BACKGROUND OF STUDY

1.1.1 Social Media Phenomenon

Over the past year our community has created new phenomenon of 'social media'. They have been discussed about this phenomenon in every single way they do. In comprehensive terms, this means the adoption of social networking tools and digital communications technologies to upload and transmit content to a wide-ranging audience. These capabilities are by acquaint with new means of communications where people have

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